Pravallika Molleti

[LinkedIn](#) | [GitHub](#) | [Portfolio](#) | pravallikapravz1@gmail.com | [Medium](#)

Work Summary

Experienced Data Consultant driving growth through data insights, task automation and deriving effective solutions in startups. Passionate about simplifying tasks and adding value through effective and efficient data utilization.

Work Experience

Data Science Consultant - Jovian, Bengaluru

June 2023 - Oct 2023

- Enhanced user retention by 15% through comprehensive analysis of WhatsApp AI chatbot user performance, using Metabase to process 3M+ rows & optimizing marketing strategies based on KPIs and regional patterns.
- Forecasted a 12% boost in revenue by leveraging machine learning to develop a sales simulation model, conducting A/B testing for model optimization, and empowering the sales team at Jovian.
- Significantly improved mentor productivity by collaborating with development and instructor teams to design and implement an informative BI dashboard, informing crucial KPIs and tracking candidates' progress in courses.
- Achieved a 20% improvement in user interaction by collaborating cross-functionally to implement advanced features, including Image Captioning on the WhatsApp AI chatbot via LLMs, Replicate, and OPENAI integration.

Data Analyst Consultant - Flux.Chat, Bengaluru

Sept 2022 - Feb 2023

- Implemented ETL pipeline, transforming Firebase data into real-time dashboards using BigQuery and DataStudio.
- Achieved a 20 hr/week reduction in data processing time and significantly improved reporting efficiency by executing optimized SQL queries to process 5M+ rows and 40+ tables, generating automated live Excel reports.
- Enhanced data accuracy by 20% through the development of web scrapers for market research data collection across 15,000+ companies, providing valuable insights for identifying trends, opportunities, and potential risks.

Data Analyst Intern - OrgLens, New Delhi

May 2022 - Aug 2022

- Processed 10,000+ employee demographics and survey data rows for organizational network analysis, boosting employee engagement by 25%.
- Uncovered insights on employee engagement, top-performing departments, and gender inclusion, enhancing organizational decision-making by 20%. Utilized Excel, Python, and presented reports with Tableau.

Projects

Home Credit Default Risk End-to-End Machine Learning Project (view)

- Processed, analyzed & visualized Kaggle home credit default dataset of 400k+ rows & 100+ cols using Python.
- Trained classification models (Logistic Regression, Random Forests, SVM), XGBoost & LightGBM, achieving top 35% on Kaggle leaderboard through hyperparameter tuning and cross-validation.

Marketing Analysis Data Visualization Using Power BI (view)

- Pre-processed and analyzed marketing analytics data using Excel, creating an interactive BI dashboard with KPIs.
- Real-time slicers to track campaign and channel performance, resulting in improvement in campaign optimization.

Exploratory Data Analysis and Visualization on 120 Years of Olympics Data (view)

- Pre-Processed & analyzed 120 Years of Olympics data comprising 380K+ rows & 16 columns using Numpy, Pandas and Visualized data using Seaborn, Plotly & Matplotlib.
- Conducted trend analysis to determine the optimal age range and how BIM affects for athletes to win medals.

Personal Fun Project - LinkedIn Automation Suite (In Progress)

- Developed tools for daily job scraping, profile data extraction, and connection outreach using Python, Vscode, Git.
- Implemented a Resume Skill Matcher for comparing skills with job descriptions, leading to a 15% increase in skill alignment.

Skills

- Tools: Python, MS Excel, Tableau, SQL, GCP, AWS, BigQuery
- Libraries/Frameworks: Pandas, Numpy, Matplotlib, Seaborn, Plotly, Scikit-learn, Keras, Beautiful Soup, Selenium, Git
- Data techniques: Data cleaning, Data Preprocessing, Exploratory Data Analysis, Web Scraping, Data Visualization, Hypothesis Testing, Sales forecasting, Predictive Modelling
- Other skills: Data Storytelling, Problem statement formulation, KPI Reporting, Statistics, Problem Solving, Decision Making

Education

- Masters in Data Science and Machine Learning Bootcamp, Andhra University, Visakhapatnam, 2022 - 2023
- Masters in Business Administration, Andhra University, Visakhapatnam, 2020 - 2022
- Bachelors of Architecture, Andhra University, Visakhapatnam, 2014 - 2019